January/February 2002 Hands On

Protecting Your Interests
AMTA National Convention Joins Old With New
Call For National Board Candidates
Increasing Access To CAM Providers Discussed At National Policy Meeting
President's Letter: Convention Coverage
Fingerprints
AMTA Survey Data Educates Public, Benefits Your Business
Massage Therapy Attracting Media Attention Through NMTAW
2001 National Awards
2001 Chapter Meritorious Awards
Talley Steps Up As New AMTA President; Griffith Voted President-Elect
Exhibitors Sign Up For Repeat Success At 2002 Convention
MERT™ Shines At Convention
Moving Forward
Legislative Update
Foundation News
Web Site News
New Continuing Education Policy
Calendar

Protecting Your Interests

AMTA wants you to know the facts about its pending lawsuit. AMTA filed a lawsuit against Maxwell Petersen Associates, Inc. (corporate owner of *Massage Today*) because it took, used and sold the contents of the AMTA *Membership Registry*–your property that your association compiled as your resource. In representing you as a member, AMTA is obligated to protect the information you give us. *Massage Today*'s corporate owners would have you believe AMTA is wasting your dues on a frivolous matter. But what could be more important than the trust we have built and your personal privacy?

Massage Today has continually distorted our position and is painting an inaccurate picture of the ongoing legal action. In its October 2001 issue, publisher Donald M. Petersen writes, "*Massage Today* believes that it is the right of each massage therapist to make his or her own choice, and has consistently honored every request made by any massage therapist, AMTA member or not, regarding the privacy of their name." But neither Mr. Petersen's company, nor *Massage Today*, asked each AMTA member in the AMTA *Registry* for permission before using your information for its own purposes. That included selling the AMTA *Registry* to others for profit. Neither Mr. Petersen, nor anyone at *Massage Today*, has ever denied these truths. What they did with AMTA's *Registry* is not an ethical business practice, and we think it's illegal. This is the reason for AMTA's legal actions.

Our original lawsuit covered copyright violation, abuse of a "trade secret," and misuse of the AMTA logo. It is standard legal practice to submit multiple complaints relevant to the key issues of a lawsuit. The presiding federal district judge has expressly allowed our copyright case to go forward, and dismissed the lesser counts. AMTA's core issue is very much alive. MPAmedia should stop misrepresenting the lawsuit in *Massage Today* and let the court decide the case.

We believe that taking, using and selling your information is unethical and should be stopped. Only with your trust and confidence can we succeed as an advocate for massage therapists, and we welcome your continued support and input.

We encourage you to contact Mr. Petersen, and tell him his actions are unethical (phone: 714-230-3150, fax: 714-899-4273, E-mail: MassageToday@MPAmedia.com).

– Carolyn C. Talley
AMTA President

– Elizabeth M. Lucas, CAE
AMTA Executive Director

AMTA National Convention Joins Old With New

A unique combination of Quebec's Old World European charm, cutting-edge developments in massage methodologies and stimulating exhibits comprised the 2001 AMTA National Convention.

Some 530 attendees had an opportunity to attend AMTA award and business meetings, committee hearings and presentations, social events, exhibits, research presentations, specialty training and 23 continuing education sessions.

"Our convention went extremely well," says AMTA Immediate Past President **Steve Olson (ND)**. "We had a good turnout, a popular exhibitor marketplace and outstanding educational sessions. Everyone seemed to enjoy themselves."

The Quebec convention featured keynote speeches by **Patricia Benjamin (IL)**, Leon Chaitow and Deane Juhan, and also offered education sessions led by some of the top educators in the massage therapy field.

Individual presenters included: Chaitow, **Grace Chan (CN)**, **Debra Curties (CN)**, Signy Erickson, **Peggy Jones Farlow (AL)**, Pamela Fitch, **Dan Higgins (NE)**, Juhan, John Latz, **June Lordi (ME)**, **Diana Moore (OR)**, **Carol Siciliano (OH)**, **LaDonna Smith (CN)**, **Suzanne Torrenzano (VA)** and Yamuna Zake.

Some of the highlights included Advanced Soft Tissue Manipulation, Breast Massage, Body Rolling, Lomi Lomi, Osteopathic Soft Tissue Manipulation and Understanding Tissue Memory. Participants in the educational sessions not only received continuing education credit, but also gained skills to help them in their practice—skills that can be shared with peers and coworkers.

Fueled by the events of Sept. 11, 2001, AMTA's Massage Emergency Response Team™ (MERT™) informational session and responder training was a popular training program. Nearly 90 Professional members were trained as MERT responders in two training sessions.

Another training program exclusive to AMTA members offered at convention was the Chapter Officer Leadership Training session. As a chapter volunteer, AMTA equips you with the knowledge you need to be a chapter officer. Some topics at the training sessions included decision-making, developing interpersonal skills, and recruiting and retaining volunteers.

National and chapter awards were presented (see Page 7 for winners), and AMTA MERT received a special award of recognition from the Calgary-based Association of Massage Therapists and Wholistic Practitioners.

The national election results were announced, and the installation of new officers was held during the elegant Soirée de Bal social event. **Brenda Griffith (VA)** was sworn in as the new president-elect, while **Carolyn Talley (SC)** was installed as the new AMTA president (see more results on Page 8).

At the AMTA House of Delegates (HOD) meeting, 122 delegates passed recommendations set forth by the Indiana and Virginia chapters to submit agenda items to the AMTA Board of Directors through the HOD Operations Committee regarding the reinstatement of the *AMTA Membership Directory* (IN), and amending the policy on *Yellow Pages* advertising (VA). To aid in the voting, electronic keypads were used for quick tabulation. In the committee elections, **Retta Flagg (PA)** was reelected to the committee. **Bob Jantsch (PA)** and **Terry Eicher (IA)** were elected to two-year terms.

Additional convention highlights included the unveiling of the AMTA Foundation Massage Therapy Research Database℠, the AMTA Foundation poster presentation, the exhibits marketplace and the post-convention workshop.

Plans are already underway for the 2002 AMTA National Convention in Portland, Oregon, which will be held October 2-6. With educators such as Bob Czimbal, **Gayle MacDonald (OR)**, **Tracy Walton (MA)**, Jon Schreiber, Michael Uriarte and keynote speaker Dan Millman, the 2002 AMTA Convention promises to continue to advance your professionalism while building your practice.

Start saving today so you can attend in October. Look for more information in future issues of *Hands On*.

Call For National Board Candidates

The AMTA Mission

The mission of the American Massage Therapy Association is to develop and advance the art, science and practice of massage therapy in a caring, professional and ethical manner in order to promote the health and welfare of humanity.

Let your commitment to massage be expressed through volunteerism. Learn more about opportunities to serve your association on the AMTA Board of Directors. Request a candidate application in writing from:

AMTA 2002 Commission on Nominations
820 Davis St., Suite 100
Evanston, IL 60201-4444

Or, E-mail Mark Tyle, governance and chapter relations director, at: ***mtyle@amtamassage.org***.

The AMTA National Office must receive your completed application by 5 p.m. Central time on March 15, 2002. The offices open for election are president-elect, vice president (one position) and member-at-large (four positions).

For more information about each position, please contact **Maureen Moon (CO)** at: 303-443-8213, or **Jean Middleswarth (NC)**, the 2002 Commissioner of Elections, at: 336-926-1589, or via E-mail at: jemstone@triad.rr.com.

Increasing Access To CAM Providers Discussed At National Policy Meeting

AMTA President **Carolyn Talley (SC)**, AMTA Foundation President **John Balletto (RI)** and Commission On Massage Therapy Accreditation (COMTA) Executive Director Carole Ostendorf were three of 50 invited to participate in the National Policy Dialogue To Advance Integrated Health Care in Washington, D.C., from Oct. 31 to Nov. 3, 2001.

The 2½-day event, developed by the Integrated Healthcare Consortium, attracted high-level officials from more than 60 universities and health-care organizations, representing both complementary and alternative medicine (CAM) and conventional groups.

“We were extremely pleased to get all these stakeholders together in the same room at the same time,” says Candace Campbell, a member of the Consortium. “I was delighted to find that the attendees had a tremendous amount of common ground.”

A draft report of the committee’s recommendations was sent to the White House Commission on Complementary and Alternative Medicine in December 2001.

The report included many positive developments for massage therapists, according to Ostendorf. “I think the main benefit to AMTA members is influencing how to increase access to CAM providers so more segments of the general public can utilize the valuable services we provide,” she says.

AMTA will continue to be involved in initiatives integrating massage into the American health-care system.

President's Letter: Convention Coverage

Since this issue of *Hands On* includes a special section de voted to the recent AMTA National Convention held last October in Quebec, Canada, I would like to take this opportunity to share with you some of my recollections from this event**.**

Naturally, it was an especially meaningful meeting for me because, at the end of the convention, I was sworn in as the new president of AMTA. But before that occurred, I spent several days interacting with many of the more than 500 people who attended. After the convention ended, I came home more excited than ever about the opportunities we all have in the year ahead.

For me, some of the highlights included the award that was presented to AMTA by the Association of Massage Therapists and Wholistic Practitioners. Melanie Hayden, president of that Calgary-based organization, presented the award in appreciation for the outstanding contributions by AMTA's Massage Emergency Response Team™ (MERT™) and its many dedicated volunteers.

I had an opportunity to sit in on an informational MERT session, where MERT volunteers were telling their personal accounts of working in Davenport, Iowa, following the spring 2001 flooding along the Mississippi River, and at the more recent terrorist attack sites in New York, Virginia and Pennsylvania. I was touched to hear the volunteers speak about their heartfelt experiences. Every volunteer should be applauded for his or her contribution, and for representing AMTA in such a noble manner at these disaster sites.

On an encouraging note, 88 Professional AMTA MERT volunteers were trained in two sessions in Quebec. Since the September 11 terrorist attacks, our members have become more aware of the importance of the MERT program, and so have other organizations and the media.

I was excited to see the unveiling of the AMTA Foundation Massage Therapy Research Database℠. Our members have communicated that research is very important to them, and this database will serve as a valuable resource. The database is available free of charge on the AMTA Foundation Web site (see AMTA Foundation article on Page 11 for Web address to database).

Our keynote speakers, Deane Juhan, Leon Chaitow and **Patricia Benjamin (IL)**, delivered very motivational and educational speeches. It was a privilege to listen to these outstanding speakers. For me personally, after listening to the individual keynotes, I found a new appreciation of the work that we do in providing loving touch to others.

The post-convention workshop on connective tissue massage led by John Latz, a Rolf Institute® instructor, went well, with 30 people in attendance. I want to give a special thank you to Mr. Latz, who so graciously donated the proceeds to the AMTA Foundation.

I must emphasize that attending the annual AMTA National Convention is a great way to network and meet other massage therapists from your area, participate in national meetings, gain continuing education credit from attending high-quality educational sessions, and buy items from the many exhibitors that attend. I encourage each of you to go to the 2002 National Convention in Portland, Oregon, from October 2-6.

As my term of president begins, I would like to say that it has been a real pleasure working with **Steve Olson (ND)** and **Maureen Moon (CO)** this past year, and I would like to personally thank them both for their leadership and guidance. I'd also like to thank **Bill Greenberg (CT)** and **Pat Donohue (NY)** for their long-standing contributions to the National Board. I'm excited and looking forward to working with the new AMTA Board of Directors this coming year.

Happy holidays to all of you!

Fingerprints

Fund-Raiser Earns Money For Charity, Increases Awareness Of Massage

Kay Wise-Denty (TX), along with 13 massage therapists and massage therapy students from the Hands On Approach School of Massage in Corpus Christi, held a fund-raiser to benefit the United Way of Aransas County, and to help promote AMTA's National Massage Therapy Awareness Week.

"As an instructor of massage therapy, I consider this event threefold–the students have an opportunity to educate the public about the benefits of massage, it is an excellent venue for volunteerism and a way to help our local chapter of the United Way," says Wise-Denty.

The fund-raiser, held Oct. 6-7, 2001, at the Rockport Seafair, raised $575 for the county's United Way. The massage volunteers worked a combined 53 hours, providing chair massages at half-price to the more than 140 Seafair attendees.

Massage Event Assists American Relief Fund

David Demers (NC) put together a team of 25 licensed massage therapists for a massage-a-thon, which raised more than $15,700 for the Red Cross. The fund-raiser, held at the Carytowne Center Shopping Mall, Sept. 15, 2001, in Cary, stemmed from Demers wanting to support the relief efforts in New York, following the September 11 terrorist attacks.

More than 200 massages were given, and Demers remarked that there was considerable community support. "Some people just gave a couple dollars, but the biggest check I saw go in the box was for $600," he remarks.

"I think it went over big," Demers continues, "because people had a chance to take 10 or 15 minutes for themselves away from all the tension of the world, but not feel guilty about it."

Massage Therapist's Work Saves Life Of Client

Jim Lawrence, of Horseheads, New York, was receiving massages twice a week at New Day Professional Massage. In early 2000, his therapist, Darcie Faulisi, felt an unusual mass in his abdomen.

"I was going to work his psoas muscle," says Faulisi. "You have to go through the abdomen to reach it. That's where I found the mass."

After consulting with New Day manager **Marjorie Hoffman-Glimm (NY)**, they decided the then 68-year-old Lawrence needed to see a doctor. The unusual mass turned out to be an abdominal aortic aneurysm that was about ready to burst. After surgery and a week in the hospital, Lawrence was fine. He still receives his twice a week massage from Faulisi.

"He's kind of almost adopted Darcie," says Hoffman-Glimm. "His life was in real danger."

AMTA Survey Data Educates Public, Benefits Your Business

The results of the AMTA 2001 Consumer Survey, inserted in the November/December 2001 issue of *Hands On*, revealed a wealth of information of interest to the public, and valuable to you in marketing your practice. The first article reports some data from the survey that is beneficial for marketing your practice to various segments of the American population. The second article shows how AMTA worked with the media for coverage of AMTA's National Massage Therapy Awareness Week and the survey results.

Use The Following Data To Market Your Practice

- Sixteen percent of the 1,000 adults surveyed in July 2001 said they are familiar with the recommended professional credentials for massage therapists. *Let potential clients know you are a member of AMTA and your credentials as a massage therapist.*
- The 27 percent who had a massage in the last five years gave varying reasons for how they determined the effectiveness of their last massage. All viewed it as effective. Six percent said they didn't know how to determine its effectiveness. *Remember to discuss realistic outcomes with your clients.*
- Thirty-three percent of African-Americans received their last massage from a therapist at home (highest reported percentage), and 37 percent reported they prefer to receive massage at home. This population seems to receive massage where they want to receive it. *Is this a market you can reach?*
- Among the 17 percent who received a massage in the previous 12 months, there was no statistical difference by race. Percentages are similar across all populations. Likewise, statistics are similar for all populations that expect to get a massage in the next year—19 to 25 percent of each population group. *Your base for who wants a massage may be broader than expected.*
- In the previous 12 months, 22 percent of 25- to 34-year-olds, 21 percent of 35- to 44-year-olds, and 20 percent of 55- to 64-year-olds had a massage (age groups with highest percentage). Eleven percent of people 65 and older and 13 percent of 45- to 54-year-olds received a massage in the last year. *Are you marketing your practice to those most likely to get massage?*
- Based on the results, employers were more likely to provide workplace massage in nonmetropolitan areas—11 percent in nonmetro areas versus 1 percent in metro areas. Employers were also more likely to pay for massage in nonmetro areas—13 percent (nonmretro) versus 3 percent (metro). *If you are not in a metropolitan area, workplace massage could be a good market for your practice.*

Respondents in the *Consumer Survey* were asked if they discussed massage with their health-care providers, and among the 16 percent who did, according to the survey:

- Forty-three percent of 55- to 64-year-olds and 39 percent of those 65 and older were referred by their physician to a massage therapist.
- Forty-one percent of 35- to 44-year-olds were referred by their chiropractors.
- Thirty-four percent of 18- to 24-year-olds were referred by a physical therapist.

Write marketing letters to health-care providers in your area, and encourage them to refer patients to you. Look in AMTA's Career Guide Manual 4 for sample letters.

Gift certificates are significant motivators for massage. From the survey, among the 27 percent who had a massage from a therapist in the last five years, 53 percent paid for it themselves, but 28 percent reported it was a gift from a friend or family member. *Offer gift certificates to your clients, and advertise them to potential gift-buyers.*

Massage Therapy Attracting Media Attention Through NMTAW

AMTA's National Massage Therapy Awareness Week (NMTAW), held Oct. 21-27, 2001, again produced tangible results, in the form of national media coverage. While the National Office is still gathering reports from the week, the results of AMTA's media relations efforts are very clear.

AMTA worked with editors at *USA Today* to write about the results of AMTA's 2001 Consumer Survey and the NMTAW theme, "Massage: It Really Works!" *USA Today* was interested in the survey results showing that massage for stress relief is growing and is a major reason why consumers might seek massage. The National Office then arranged interviews of AMTA members from various parts of the country. A major point in *USA Today*'s article, which appeared on October 23, was the stress of the nation after last September 11, and how these AMTA members are seeing more clients since the terrorist attacks.

AMTA also worked with *The New York Times*, *The Washington Post*, *Chiropractic Economics, Reader's Digest* and with national health-care publications for articles about massage and stress, and the consumer survey results.

In other media coverage, CNN Radio interviewed Immediate Past President **Steve Olson (ND)** on Nov. 6, 2001, for a segment aired late November on 2,000 radio stations. AMTA and the locator service also have appeared on the Internet health news services HealthNewsDigest.com and OneMedicineNewsBrief, and Fox-TV in Orlando, Florida, and other local television stations throughout the country.

Look for more NMTAW-related activities in following issues of *Hands On.*

2001 National Awards

President's Award
Marlys Sperger

Distinguished Service Award
Claude J. Gagnon III (WI)

Humanitarian Award
Lavina Tomer (AZ)

National Meritorious Award
Mildred Huggins (KS)

Outstanding Government Relations Activist Award
Mary Beth Braun (IN)

Outstanding Committee Chair
Erica Lind (WA)

Chapter Growth Award
Oregon Chapter

Outstanding Newsletter
Oregon Chapter
Glenath Moyle

Outstanding National Committee
Special Committee For Insurance Issues
Patricia M. Donohue (NY), chair
Debra L. Brooks (IA)
Gary Gilbert (CA)
Barbara Grigsby (WA)
Deanna Jackson (CT)
Denise Logsdon (KY)
Dennis Ramsey (IN)
Ed Denning (OH)

Outstanding Sports Massage Achiever
Selton Scott Stevens III (ID)

Outstanding Sports Massage Team
Washington Chapter

2001 Chapter Meritorious Awards

Alabama **Heather L. Harris**

Arizona **Joseph Rongo**

California **Bernie Austin**

Colorado **Kathryn Anne Stewart**

Connecticut **David Zychowski**

Delaware **Katherine Roberts**

District of Columbia **Randal Alan Calabray**

Florida **Lynda Solien Wolfe**

Hawaii **Nancy Akua Lum**

Idaho **Gayla Nickel**

Illinois **Maureen Susan Mulhall**

Indiana **Jennifer Irving**

Iowa **Christina Rider**

Kansas **Mildred Huggins**

Louisiana **Cheryl Gott**

Maine **Michael Regina-Whiteley**

Maryland **Anita Benedictis-Ordakowski**

Massachusetts **Marilyn Downey**

Michigan **Jennifer L. Hoyer**

Minnesota **Sheila Sweeney**

Mississippi **Lynn Cox**

Missouri **Michelle Tesson-Schwartz**

Montana **Jack Severns**

Nebraska **Ellis Knox**

New Hampshire **Suzanne Appleton**

New Jersey **Janelle E. Berger**

New Mexico **Jerri Davis**

New York **Christine L. Pastore**

North Carolina **Rachel Mann**

North Dakota **Mary Fitterer-LeMay**

Oregon **Christie Joachim**

Pennsylvania **Marietta Flagg**

Rhode Island **Jamie O'Connor**

South Carolina **Cynthia A. Cable**

South Dakota **Bobbi J. Rosemore**

Tennessee **Marna McKinney**

Texas **H. D'Jango Sanders**

Utah **Kay A. Bene**

Vermont **Shirley Ann Kasanoff**

Virginia **Diana Simonton**

Washington **William Prelle**

West Virginia **Dewayne Vass**

Wisconsin **Alan B. Weld**

Wyoming **Katherine Brandt**

Talley Steps Up As New AMTA President; Griffith Voted President-Elect

As part of the AMTA's annual business at the National Convention, **Brenda Griffith (VA)** was elected president-elect and **Carolyn Talley (SC)** was installed as president, while **Steve Olson (ND)** succeeded to immediate past president.

The 2001 election results were announced by **Adela T. Basayne (OR)**, chair of the 2001 Commission on Nominations. The newly elected vice presidents included **Jeanne Girard (CO)** and **Denise M. Logsdon (KY)**, who join **Robyn Wilson (FL)**. The new members-at-large include **Mary Beth Braun (IN)** and **Cynthia Ribeiro (CA)**, reelected members-at-large are **Randa Cherry (IA)** and **Laurel Freeman (FL)**, all of whom join **Debra Brooks (IA)**, **Terry Hirth Caldwell (MI)**, **Rich Rieger (VA)** and **Christopher Sovereign (NM)**.

Retiring from the board were **Maureen A. Moon (CO)**, **Patricia M. Donohue (NY)** and **William Greenberg (CT)**.

See the call for nominations article on Page 2 for more information on running in the 2002 elections. As an AMTA volunteer, your exchange of ideas helps the association advance the practice of massage therapy. Write to the address on Page 2 to request an application today!

Exhibitors Sign Up For Repeat Success At 2002 Convention

The 2001 AMTA National Convention exhibit hall in Quebec was a record-breaking venue for many of the 48 exhibitors attending the show. From a financial standpoint, the buying and selling that took place was at an all-time high. The sales success rate for exhibitors was quite impressive; several exhibitors reported that the 2001 show generated higher revenue for them than any other show or convention they had attended this year. For that reason, 42 of the 48 exhibitors have already purchased their booths for the 2002 AMTA National Convention in Portland, Oregon. If you are interested in exhibiting in Portland, contact Christina Rompon at: 847-864-0123, ext. 113, or via E-mail at: ***adsales@amtamassage.org***.

MERT™ Shines At Convention

One of the "stars" of the 2001 AMTA National Convention was AMTA's Massage Emergency Response Team™ (MERT). This group has been a more active and growing AMTA program during the past few months, and it continues to expand as more chapters and members are requesting MERT training.

MERT had a presence in many areas at convention. An informational session and two MERT training sessions were conducted. **Erica Lind (WA)**, MERT committee chair, received the Outstanding Committee Chair national award. The AMTA MERT program also received a special award from Melanie Hayden, president of the Association of Massage Therapists and Wholistic Practitioners, based in Calgary, Alberta.

"I am so proud of the volunteers who have made AMTA's MERT program such a success," says AMTA President **Carolyn Talley (SC)**. "MERT is a wonderful outreach, and I feel confident that it will continue to grow in the coming years, bringing a lot of recognition to AMTA and its members."

MERT has been an AMTA program for about 10 years. It gives AMTA Professional members an opportunity for highly visible community outreach only offered through AMTA's MERT. At the time of printing, representatives from 20 chapters have undergone MERT training.

AMTA wishes to acknowledge and thank the following "Bronze Supporters" who helped sponsor MERT responses, following the Sept. 11, 2001, disasters:

- *Ashmead College, Seattle;*
- *AMTA California Chapter;*
- *AMTA Florida Chapter;*
- *BMSI Institute, Overland Park, Kansas;*
- *Massage Therapy Training Institute, Kansas City, Missouri.*

(List current as of Dec. 1, 2001.)

If you would like to become an AMTA MERT sponsor, please call 847-864-0123, ext. 113, or logon to the AMTA Web site at: **www.amtamassage.org/about/mertsponsor.htm**. *Donations received by AMTA for MERT are not tax deductible.*

Moving Forward

The AMTA Board of Directors took the following actions at its meeting in Quebec, Canada, Oct. 14-16, 2001:

- The board approved a program designed to assist chapters in delivering services to enhance AMTA members' experience at the chapter level. This program will roll out at the 2002 AMTA National Convention in Portland, Oregon.
- A specialty retreat was approved for 2003. The location will coincide with the Spring 2003 Board of Directors meeting, and will be held within the continental United States.
- A Special Committee on Chapter Sports Massage Teams was approved to make recommendations to the board about how AMTA can best support the vitality of AMTA Chapter Sports Massage Teams.
- A member benefit from AMICA automobile insurance was approved. More details will follow, as they become available.
- The board approved the creation of new awards proposed by the Awards Committee. There is now an award for Best Chapter Web Site and an Exhibitor Awards Program to honor the most creative displays, most creative new product and exhibitor of the year.
- As part of its ongoing planning process, the board approved the following priorities to guide the work of AMTA for fiscal year 2003-2004:

Communications
- Develop appropriate messages about massage and massage therapy, and select vehicles of delivery for those messages to reach targeted audiences (e.g., the public, health-care providers, health-care associations, third-party payers, the media, and wellness community, etc.).
- Promote the value and effectiveness of massage as revealed by research.

Organizational Effectiveness
- Support the vitality of AMTA chapters.
- Be a member-driven organization that is responsible for meeting and exceeding the needs and expectations of members.
- Be strategically prepared to respond to changing conditions that impact membership retention and recruiting.

Professionalism And Standards
- Continue to develop, disseminate and promote standards relevant to the field of massage therapy.

Legislative Update

Illinois Massage Bill Passes House, Awaiting Senate Action

The Illinois House of Representatives passed the Massage Licensing Act (H.B. 2271) in April 2001, and currently is with the Illinois Senate Rules Committee, awaiting action.

“It’s exciting that we’re as far as we are,” says Maureen Mulhall, a licensed massage therapist and state lobbyist. “We’re anticipating action some time after January.”

The Massage Licensing Act, which will regulate the practice of massage in Illinois, passed the House on its first attempt, something Mulhall remarks as rare.

She stresses, however, that individual therapists in Illinois will be the greatest influence for the licensing act to be passed in 2002. “Success depends on their activism,” she comments. Above all, Mulhall suggests Illinois massage therapists take an active role in introducing themselves to state legislators, especially from January to March 2002, when they will be out campaigning for reelection.

Meanwhile, Mulhall and others on the coalition are continuing to meet with interest groups. While, at the moment, it may be an “unstable political climate,” according to Mulhall, Allison Ishman, Illinois Chapter member-at-large, is optimistic that H.B. 2271 will pass the state Senate. “As a whole, I think the legislation is ready,” she says.

For more information about H.B. 2271, go to the Illinois Chapter Web site, at: **www.amta-il.org**.

For weekly updates on legislation affecting massage therapy throughout the United States, go to: **www.amtamassage.org/members/legislative/home.htm**.

Foundation News

The AMTA Foundation Massage Therapy Research Database[SM] was unveiled at the 2001 AMTA National Convention in Quebec, Canada, last October. The database provides a convenient way to locate research citations about massage all in one place.

The database is available free of charge through the Web site, at: **www.amtamassage.org/foundation/dbase.htm**. The database currently provides citations for approximately 2,000 articles relating to massage. Users can search for citations by author, title, journal or book, year of publication or topic, after which the citations then can be taken to a local library to locate the article(s). Detailed instructions about how to use the database are available on the Web site.

Topic searches can be broad or specific, depending on the search terms. For example, a search for articles about “massage and cancer” will only locate citations about how massage therapy interacts with the treatment of cancer. A search for “massage and cancer and breast” will locate only those citations about the use of massage therapy for treating breast cancer.

The database will be updated every six months and, as funding permits, will expand to include translations, summaries and abstracts of articles. The foundation welcomes suggestions about how to improve the database. Send your suggestions and questions to: **database@amtamassage.org.**

Web Site News

Buy And Sell On New Online Classifieds Page

AMTA Web site users can now advertise on the Web site 24 hours a day. Advertisers can set their sights on sales, and buyers have the opportunity to view ads with the click of a mouse. An easy-to-use search engine allows users to view all ads at once, or search for ads in a particular category.

Ads can be placed online for 90 days for only $75, but are limited to 75 words plus a headline. However, listing your classified item(s) on the Web site will have a potential audience of more than 80,000 viewers per month!

Subject areas include: Accessories, Books, Clothing, Education, Gifts, Music, Office Space, Oils/Lotions, Products, Software, Tables/Chairs, Used Equipment and Videos. To view the current offerings or post an ad, click on the "Classifieds" link on the AMTA home page, or go to: **www.amtamassage.org/classifieds/csearch.html**.

Simple forms instruct users how to post an ad online instantly, with convenient payment over the secure AMTA server using Visa, Mastercard or Discover.

State License Number Can Be Posted In Locator Service

Professional members in *AMTA's Find a Massage Therapist*® national locator service may want to place their state license number on their member profile page. (In Florida and Virginia, this is now required.) If you are listed in the locator service, go to the convenient update form in the Members' Section. Just use the "Quick Find Menu" feature to pull down the listing, and click on "Locator Update Form." You also can get to the form by going to: **www.amtamassage.org/members/profupdate.html**. The simple form has complete instructions on how to use it. Enter your name, address and state license number. You do *not* have to fill out the entire form. Once the "Submit" button is clicked, the entry will be sent to AMTA and your state license number will be entered into the AMTA member database. Take advantage of this Professional member benefit!

New Continuing Education Policy

The Continuing Education Requirements Guidelines have changed. Please refer to the Web site at: **www.amtamassage.org/education/conedreq.html**, and the next issue of *Hands On* for more information.

Calendar: Regional and National Events

2002

January 22–26

AMTA Council of Schools
Annual Meeting
Tucson, Arizona
Contact: 847-864-0123, ext. 150
Exhibitor Contact: 847-864-0123,
ext. 113

March 14–17

19th Annual AMTA New England Conference
Boxborough, Massachusetts
Contact: 401-233-8108

April 19–21

AMTA National Learning Center
Salt Lake City, Utah
Contact: 847-864-0123, ext. 143

June 7–9

AMTA National Learning Center
Milwaukee, Wisconsin
Contact: 847-864-0123, ext. 143

July 12–14

AMTA National Learning Center
Columbus, Ohio
Contact: 847-864-0123, ext. 143

August 1–4

AMTA COS Teachers Conference
St. Paul, Minnesota
Contact: 847-864-0123, ext. 150